Engage Diverse Audiences on Nez Perce National Historical Trail (NPNHT) using Social Media



Project Title	Engage Diverse Audiences on Nez Perce National Historical Trail (NPNHT) using Social Media
FIOIECI	Develop platform specific, interpretive media to improve public engagement and the Trails' social media identity. Interns will create content about events, places, volunteer opportunities, historical, cultural, and natural resources.
Country	United States

Project Description

Goals:

Write website and social media content to be determined by Trail staff

- Research places along the Trail and develop website content for each site particularly story boarding for future Trail YouTube videos.
- Research information related to the NPNHT and develop website content
- Develop platform specific, interpretive content for Twitter.
- Maintain consistent and cohesive messaging across Social Media through frequent posts
- Increase public engagement with the trail's social media pages
- Increase social media presence by taking advantage of predetermined US Forest Service and partner organization media campaigns

Required Skills or Interests

Skill(s)
Analytical writing
Data analysis
Design thinking
Editing and proofreading
Graphic design
Infographic design
Marketing

Social media management
Storytelling/blogging/vlogging
Videography
Website design
Writing

Additional Information

Duties: Become familiar with theNez Perce (Nee-Me-Poo) National Historic Trail and its Strategic Communications and Interpretive Plans, Comprehensive Plan, and use the framework. Research, develop, and write posts for our website, and Twitter Stay up to date on current events to ensure content is timely and appropriate Stay up to date on and interact with relevant trending tags, content, and campaigns

Language Requirements

None